

- Social
Engagement
Framework

- Nigel Clark

2010 – Changing Lives

2011 – Living Well in
Newquay

2012 – Living Well in
West and East Cornwall

2013 to date – framework
for all of our support of
older people in Cornwall.



Social Engagement Framework for
Addressing the Chronic-disease-challenge

Current Situation in most EU countries

Ageing population

Long term conditions related to age

Financial austerity

Acute hospital pressures

Increasing pressure on Primary Care

Workforce issues



Social Engagement Framework for
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Dependency Cycle

- Regular GP Visits
- District Nurse 3/week
- Community Matron
- Carers 3/day
- Regular unplanned hospital admissions
- Watching TV 8+ hours/day



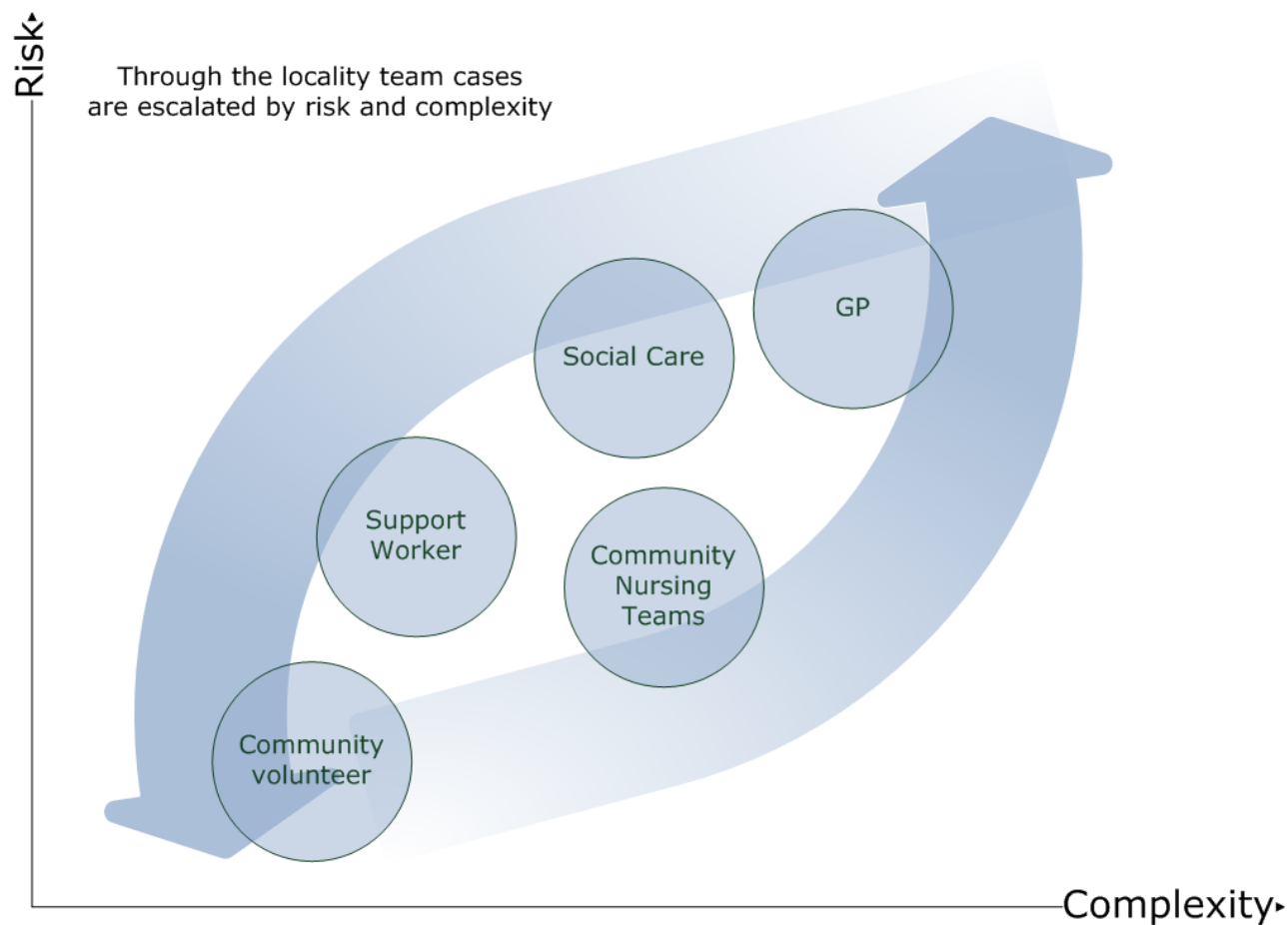
Social Engagement Framework for
Addressing the Chronic-disease-challenge

The Ingredients of a Social Engagement Framework

1. Supporting people to live the lives they want
2. Knowing your people
3. Knowing your communities
4. Finding your champions, influencers and radicals
5. Building teams and trust
6. Measuring what matters
7. Sharing information
8. The importance of a person's story
9. Reflecting and reshaping
10. Delivering and sustaining the change.



Escalation and De-escalation





Social Engagement Framework for
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Recruit people as:

- Volunteers
- Buddies
- Befrienders
- Advisers
- IT support
- Group support



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Partners adapted these
principles:

According to existing family
support structures

Local volunteer
demographics

Availability of people to
volunteer

Legal frameworks

Desired Outcomes:

Improved support for the
individual

Increased social activity

Improved mental health

Reduction in statutory service
demand

Cost savings

Reversing dependency



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Thank you for the opportunity
to be part of the SEFAC
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